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W. J. Weyers

CHEVROLET & OLDSMOBILE

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STRATHMORE STANDARD

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NEW YEAR WISHES

We wish you joy in the year that's
new.

The hope to plan and the strength to
do.

A bit of luck to help you through,
And many a bright success for you!

PREMIER HEPBURN'S

SHORT-SIGHTED OUTLOOK

The principal concern of the west
over the open break between Prime
Minister Mackenzie King and Ontario's
Premier Hon. Mitchell Hepburn
lies in the fact that the latter is so de-
liberately hostile to the prairie prov-
inces. He doesn't like the wheat bonus
and feels that any special considera-
tion by the federal government to the
west are "political pats."

Those of us in Western Canada who
are striving for a united Dominion
are naturally apprehensive over the
prospect of increased division be-
tween the east and the west. This is
the last thing to be desired and will
perform no useful purpose for either
section of the country.

The west's misfortune in the past
few years have made substantial sup-
port from the east imperative. But in
the previous generation the contribu-
tion of the west made to the develop-
ment of the east was quite substantial.
In years to come the west will make
further heavy contributions. Of this
there can be no question. Without a
prosperous west, Eastern Canada can
have no permanent degree of prosper-
ity, nor can Canada have any solution
to its unemployment problems.

If Hon. Mr. Hepburn had the vision
of the Fathers of Confederation he
would see that creating division be-
tween the east and the west is not
only mischievous but positively dan-
gerous. As matters now stand Western
Canada considers the Ontario prem-
ier as its number one enemy.

—Hanna Merrill.

THE SPORTS LEDGER

RED WINGS HEAD LEAGUE—

With their victory on Tuesday
night over Calgary, Strathmore Red
Wings are now on top of the heap in
the Bow Valley Intermediate.

Tuesday's game was one that left
no doubt in the minds of spectators
that they would see all future games
as Red Wings swept through to pile
up a 9-1 score in the second and third
periods. While not a really flashy
brand of hockey it provided plenty of
excitement and, with a wide open
game nearly all through, left few dull
moments.

Half way through the first period
Bennett scored for Calgary. They
immediately elected to play safe and
held a 5 man defence plan for a short
period, but soon changed to 4 men up
and continued to play the knock, skid
before they scored again in the
end of the period.

Opening the second with a burst of
speed Strathmore quickly flicked in
3 counters from W. Malmberg and G.
Giroux. Left of Calgary tied the
score shortly before second time
with a solo effort.

In the third period, local boys open-
ed up wide, and sent in score after
score till the final. Both goalies
were called on to do considerable
work and made numerous last ditch
outs. The local defence was steadier
and more cooperative than Calgary's.

Play was not remarkably rough,
though many slips passed unnoticed.
Tighter rein would eliminate many of
these. Calgary was the only one to be
penalized.

Points on score go to Bill Giroux,
D. Malmberg (G. Giroux), G. Giroux
(Bill Giroux), G. Giroux, (D. Malm-
berg, and W. Giroux), Koch (Colli-
son, Koch, Colli-son), Colli-son, (Colli-
son), G. Giroux G. Giroux, S. Malm-
berg).

A Bagg-up game is expected here on
Saturday night when Wings play the
Canmore Brigadiers. Both teams will
have a fight and hostilities start at
9:15 p.m.

Canmore trips up Eskauw—in their
first league game Canmore took Es-
kauw Cement Mixer for a ride to the
tune of 8-1.

Strathmore Juniors will play Cal-
gary Bankviews here on Thursday at
9 o'clock.

Gray Wins Bonspiel—Only ten
teams entered the New Year's Bon-
spiel this year and of these, two fail-
ed to play. Wednesday afternoon, A.
Gray edged out Harry Freeman 9-5 to
take the honors.

Ardenode

Miss Gladys James returned to Ray-
mond Saturday night, after spending
the holidays with her parents Mr. and
Mrs. E. D. James.

Mr. Oscar Orr of Humboldt spent New
Year's Day at the home of Mr. and
Mrs. George Dawson.

Mr. and Mrs. J. Horrocks entertained
New Year's Day for Mr. and Mrs. A. C.
Jensen and Peto, also Mr. and Mrs. C.
O. Dawson and family.

Mr. and Mrs. A. M. Watson spent the
weekend in Calgary.

Mr. and Mrs. Gordon Andrews and
family returned home after spending
the holidays in Hartell visiting with
Mr. and Mrs. Munday.

There is quite an epidemic of colds
going through the district at present,
quite a few have been in bed, others
considering they had better get under
the blankets. Till the year smile again.

Mr. and Mrs. Joel were Calgary visit-
ors over the weekend.

Mr. and Mrs. Fred Hilton and family,
Mr. and Mrs. Coleman Morgan, Mr. and
Mrs. Wm. Joel and son Floyd, and Mr.
Archie McLean all of Nightingale, Mr.
and Mrs. Lonsbury also Mr. and Mrs.
Vern Miner of Strathmore were all
guests at the home of Mr. and Mrs. G.
H. Godfrey over the New Year holiday.

We are sorry to report the illness of
little Marjorie Watson, who is at present
in the Holy Cross Hospital, under the
care of Dr. Sisley. We hope for a
very speedy recovery for her.

LETTERS TO THE EDITOR

THE SCHOOL CHRISTMAS
CONCERT AND TREE

An Appreciation of the Value of the
Christmas Concert by an Interested
Parent and Rater.

The children look forward to the
Christmas concert for months and, of
course to the tree and feast, some of
them do not get many other presents.
A good feature too is that they put
things on the tree for each other, may-
be small presents but fostering a good
spirit. They also feel that this is their
own annual show which encourages
them to do their best.

There is a good deal of credit com-
ing to the teachers in these small
schools situated from four to ten
miles from a small town, with their
handful of young children. Frequently
two or three of the older ones have to
take parts in several pieces and songs,
and all this training is done in one
without any musical instrument. It is
like a country doctor in the back
woods with a serious operation on his
hands and no suitable equipment.

Frequently former pupils take an in-
terested part in assisting where the
school children are too small.
Orange Valley and Glenora, the
only entertainments we were able to
attend both had very good concerts
this year as usual. Orange Valley had
rather young performers but they
were well trained and knew their
parts well. Glenora's pupils were
mostly bigger ones with good plays
and their P. T. of course is well
known.

Now let us see who is interested.
A performance is times a com-
mune way at 8 o'clock. It is advisable
to be early or you may have to stand
although most likely it will be 30 be-
fore it begins. This is very hard sit-
ting and should be corrected no mat-
ter where the fault lies.

Beginning with the little ones,
there will be the children under the
school age for there will be things on
the tree for them. Then at the school
attendees. Next the bigger ones
above school age from the sur-
rounding district.

Then there are the parents who nat-
urally like to see their children per-
form: farther up the line are the
quite old people. Some are grandpar-
ents often coming a distance to see
their children and meet the people of
yesteryear in earlier home.
When the concert and tree is over
there is light refreshment and per-
haps an apple or orange each, all free
of course. Then if they can spare up
any kind of music, they will have a
dance, breaking up about 1 or 2 a.m.
for the ones that care to stay that long.
The light supper is provided by the
people themselves, each bringing
something, and there always seems
to be plenty.

The cost of this is light for there
are only the presents, candy, oranges,
etc. No paid professionals and no
artificial expense of which we have
far too much in any way we turn to.

STRT THE NEW YEAR RIGHT ::

SHOP FOR THESE BARGAINS
AT ONCE—

PEAS, per tin	10c
GOLDEN CORN, per 2 for	25c
HAND PACKED TOMATOES, 2 for	25c
LIBBY'S WAXED BEANS, per tin	15c
Heinz PORK & BEANS, in Molasses	16c
Heinz Whole Sweet PICKLES, 21 1/2 oz	38c
Heinz DILL PICKLES, 19 oz.	38c
Heinz GHERKINS, 11 oz.	28c
Heinz India RELISH	28c
For Cold Mornings Drink Hot Beverages	
Made with Milk—	
FRY'S Malted Cocoa 1 1/2 lb tin	30c
FRY'S CHOCOLATE SYRUP—	
Makes Delicious Hot Chocolate	30c
Borden's Chocolate Malted MILK	43c
OVALTINE, for a Nightcap, per tin	60c
COWAN'S COCOA, 1 lb tin	30c
WOODEN BOX SODAS	35c
3 tins Fancy Pink SALMON, 1's	35c
3 tins RED SALMON, 1 1/2's	25c

TEA & COFFEE

Nash's JUBILEE
TODAY'S BEST
TEA
55¢ lb.

TWO for ONE

Pre-Xmas Sale!
Merchandise
Coupons
Nash's
JUBILEE
TEA
55¢ lb.
35¢ lb.

STRATHMORE TRADING COMPANY

A. D. SHRIMPTON, MGR
STRATHMORE ALBERTA

COAL Best Grades
available at
**ALBERTA
PACIFIC
ELEVATORS**
See Our Agent

1939 FORD CARS AND NEW MERCURY 8



PICTURED above are the two Ford V-8 cars and
the new Mercury 8 sponsored by Ford Motor
Company of Canada, Limited, for 1939. The Ford
V-8 Fordor Sedan; centre, DeLuxe Ford V-8 Fordor
Sedan; bottom, Mercury 8 Town Sedan. All three
cars are individually styled. All have hydraulic
brakes. The Ford V-8 is available in three models.
It has a full grille and unobtrusive louvers at
the rear of the hoodline. Interiors are roomy and well-
appointed. The DeLuxe Ford V-8 has stylish new

streamlines, a deep hood unbroken by louvers, a low
radiator grille in bright metal and wide spaced
headlamps. Both Ford cars are powered with the
improved 66 horsepower engine. The Mercury 8 is
entirely new to the Ford-Lincoln line and fills a
place between the deluxe Ford and the Lincoln
Zephyr. It is a big car with a 116-hp. Lincoln
V-8 engine develops 66 horsepower. The front
end design with low radiator grille reflects Lincoln
Zephyr styling. There is a choice of four body types.



STOP
Somewhere
in This District

IS THE PERSON WHO NEEDS THE USED PLOW, TRACTOR, OR
OTHER PIECE OF MACHINERY, A TEAM OF HORSES, A MILK
COW, POULTRY, -- OR SOMETHING THAT YOU HAVE TO SELL.

For the small sum of 35c you may find the BUYER

use the CLASSIFIED COLUMNS in
THE STANDARD

day. True it makes some work for the
teacher pupils and some others but
they all seem to enjoy it.

What will give such good returns
and pleasure in a community for so
little outlay.
—latepayer.

Advertising Rates

Classified Advertising, per issue 35c
 Three issues for \$1.00
 Reading Notices, Coming Events 50c
 Cards of Thanks, In Memoriam Notices, etc per issue 50c
 Display Advertising Rates on Application

LOST—IN STRATHMORE ON DEC. 30th a sum of money. Will finder please return to Standard Office and receive reward.
 C. Rowan.

MR. FARMER!

If you contemplate holding an Auction Sale, it will pay you to see—

A. SHELLE

Alberta's Foremost Auctioneer
 License No. 8229
 FARM SALES A SPECIALTY
 902—18th AVE. WEST
 PHONE W3650 CALGARY

Church Notes



UNITED CHURCH OF CANADA
 Rev. V. M. Gilbert, B.A., B. D.
 Minister
 Strathmore, Alberta.

Miss Edith Hirtle—
 Choir Leader and Pianist.
 10:00—

Sunday, January 8, 1939
 10 a.m.—Worship,
 and Junior Congregation.
 Subject—"The Hope of Salvation."
 11 a.m.—Church School.
 7:30 p.m.—Worship.
 Guest Preacher—Rev. G. W. Lang.
 Subject—"The Voice of the Church."
 On Sunday, January 15th the Sacrament of the Lord's Supper will be observed at the close of the evening worship.
 The annual meeting of the Official Board will be held in the church on Monday, January 16th, at 8 p.m.

ST. MICHAEL'S AND ALL ANGELS CHURCH
 Incumbent—
 Rev. Geo. W. Lang, B. A., L. Th.

Sunday, January 8, 1939
 First Sunday after Epiphany.
 National Pulpit Exchange Sunday.
 9 a.m.—Holy Communion.
 11 a.m.—Matins and Sermon.
 Subject—"Our Citizenship."
 2 p.m.—Sunday School.
 7:30 p.m.—No service at Strathmore.
 Evening Song and Sermon by Rev. V. M. Gilbert in St. Andrew's, Gleichen.
 Subject—"What of the Future."

SACRED HEART CHURCH
 STRATHMORE
 10:00—

STRATHMORE—
 Mass every Sunday 10:30 a.m. excepting first Sunday of the month, when Mass will be at 10 a.m.
 CALISLELAND—
 First Sunday of the Month, Mass at 11 a.m.
 REV. FATHER COSMAN, Pastor.

FRATERNAL



THE CANADIAN LEGION
 No. 10 B. E. L.
 WISHES EVERYONE A HAPPY
 NEW YEAR

RISDON'S MACHINE SHOP

Machine Work
And Welding

SHOP 27R2 — PHONES —

RES. 27R3

YOUR PHOTOGRAPH—
 You Will Get the Best At—
 —LANE'S STUDIO—
 EXPERT PORTRAIT
 PHOTOGRAPHERS
 1332 Eighth Avenue West
 CALGARY, ALBERTA

SUBSCRIPTION
PREMIUM

THE STRATHMORE
 STANDARD
 is giving an
 Attractive Interior
 THERMOMETER
 Valued at \$1.00, to all
 who pay their
 before Dec. 31st, 1938
 if Your Label Shows
 you in Arrears
 Pay up and secure a
 Good Thermometer
 FREE!

PHONE M4470—
 JAMES MORRIS
 FLORIST and SEEDMAN
 Cut Flowers For All Occasions
 Wedding Bouquets Floral Designs
 Seeds, Bulbs, House Plants, Etc.
 331A 8th Ave. West CALGARY

Sister—Where can I put this so I
 won't forget it when I go out.
 Brother—On the looking glass.

He was following his milk wagon
 and had a carrier in each hand, and
 walking with one foot in the gutter
 and the other on the pavement. He
 was not getting on very well and af-
 ter about half a mile he met a cop.
 "You're drunk," said the latter.
 "Oh, is that what it is?" he replied.
 "Thank goodness! I thought I was
 lame."



A Thrill a Minute!

IMPERIAL OIL
 HOCKEY BROADCAST
 Every Saturday Night

Compliments of

HUGHES MOTORS
 TIEDE'S SERVICE STATION
 J. W. ROBISON

MRS. H. SHARMAN, Ardenode

By patronizing your Imperial Oil Dealer
 you make this broadcast possible



COAL FROM CONSUMER'S MINE

Delivered per Ton at \$4.25

TRUCKING OF ALL KINDS
 Cream Route Tuesday and Friday

Phone 5— NORMAN TAYLOR

CHIC'S
COFFEE
COUNTER

All White Help

ICE CREAM—
 —SOFT DRINKS
 HOT MEALS—
 —COLD LUNCHES
 LUNCH COUNTER AND
 COMFORTABLE BOOTHS
 APPETIZING HOME
 COOKED MEALS

HIRTLE'S
THEATRE

FRIDAY AND SATURDAY
 JANUARY 6th and 7th
 THE MYSTERIOUS RIDER
 By Zane Grey—

NEWS & COMEDY

GET MORE DOLLARS
 FROM YOUR MENS
 More eggs and lower feeding
 costs are the result when you
 feed Watkins Mineralized Poultry
 Tonic to your hens. That
 means that you get more dollars
 from your poultry and the cost
 is very small. You'll have a
 healthier flock too. Insure the
 health of your birds, and you'll
 get more eggs.
 See Your Watkins Dealer—
 Apply VICTOR ROHL
 652 McDougall Road, Calgary

DANCING

AFTERNOONS AND EVENINGS
 (Except Saturday)
 3 to 5:30 and 8 to 10
 GLASSES IN TAP AND
 BALLROOM DANCING
 —HARMER'S HALL—
 Apply G. SHIPPO—
 Chic's Coffee Counter.

HUB

BILLIARD ROOM
 BOWLING ALLEY
 STRATHMORE
 Tobacco and All
 Smokers' Necessaries.
 R. HAMBLY, Prop.

IF YOU
 Want a Cook
 Want a Clerk
 Want a Partner
 Want a Situation
 Want a Servant Girl
 Want to sell a Piano
 Want to sell a Carriage
 Want to buy or sell a farm
 Want to Sell House Property
 Want to sell Groceries or Drugs
 Want to sell household furniture
 Want to sell dry goods or carpets
 Want to find customers for Anything
 Then Advertise in

THE STANDARD

The Very Best Medium in the District
 Advertising will gain new customers
 Advertising will keep old customers
 Advertising liberally always pays
 Advertising makes success easy
 Advertising brings confidence
 Advertising shows energy
 Advertising shows pluck
 Advertising does, at once
 Advertise continually
 Advertise skillfully
 ADVERTISE
 RIGHT
 NOW!

PETE DE KORT
 Carpenter
 STRATHMORE

DR F. M. MURRAY

— DENTIST —

WILL BE IN STRATHMORE
 EVERY FRIDAY—11 a.m. To 6 p.m.
 AT T. M. WEARS' OFFICE

Hockey Game

STRATHMORE—SATURDAY, JAN. 7TH
 CANMORE—STRATHMORE

9.15 P. M.



20 oz. \$3.50 40 oz. \$5.20
 This Advertisement is Not Inserted by the Alberta Liquor Control
 Board or by the Government of the Province of Alberta.

OUR SEED POLICY

This season we will continue our practice of assisting
 farmers in seed improvement. As members of "The Crop
 Testing Plan," we have highest quality Registered and
 Certified Seed of the varieties recommended for your
 district. These are available to you at cost, having in
 mind that our compensation as well as yours will result
 from the use of pure seed. Improved yields and higher
 quality will increase your income as well as provide a
 better handling for us.
 NATIONAL ELEVATOR CO. LIMITED

WESTERN DEPT. STORE

Phone 28 Strathmore, Alta. Phone 28
 S. LIBIN, Manager

SUGAR— 20 lbs \$1.29 100 lbs \$6.40	TOMATOES— 6 tins 69c	SALMON— 2 Tail Tins 25c 6 for 69c
BROWN SUGAR— 6 lbs 45c	PEAS— No. 5 10c	PINEAPPLE— Sliced or Crushed, 2 for 25c
ICING SUGAR— 3 lbs 23c	CORN FLAKES— All Brands, 3 for 25c	FRUIT—
NABOB COFFEE— 1 lb Tins 40c 3 lbs Glass \$1.35	ROLLED OATS— 6 lbs 35c 20 lbs 90c	APPLES— McIntosh Fancy, Box \$2.10 Delicious, Fancy, case \$1.95
FLOUR— Five Roses— 98 lbs \$2.90 49 lbs \$1.50	WHEATLETS— 24's \$1.10	GRAPES— Fancy Eating, 1 lb 15c
Robin Hood— 98 lbs \$2.90 49 lbs \$1.50	SODAS— Wooden Box 32c	BANANAS— 2 lbs 25c
JAM—PURE— 4 lb tins Strawberry 55c Raspberry 55c Pulm 40c Mix Jam 45c	SALT— 7 lb tins 18c	TOMATOES— 1 lb 25c
	NABOB TEA— 1 lb 52c	ORANGES— Doz. 30c, 35c, 40c
	SOUP— Tomato, 4 tins 25c Veg., 4 tins 25c	GRAPE FRUIT— 3 for 25c
	LARD— 2 lbs 29c	HEAD LETTUCE—
	TOMATO JUICE— 26 oz., 2 for 25c	CELERY— Washed & Trimmed